

# LITTLE NIFTY LESSONS IN SALESMANSHIP

## Lesson V.—Two Spot Salesmen and Hundred Per Cent. Archibalds

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### A PRELUSORY PILL.

The Subject of the Lesson that follows is "Two Spot Salesmen and Hundred Per Cent. Archibalds," and the simplest way to verify this statement is to glance at the title-page, closing one eye slightly, so as to get the right focus. There is nothing mysterious or supernatural about the process. Positively no trapezoids or plumb curtains to deceive you.

Having located the title, it is only natural that the serious student should wish to know what the title means. Therefore let us, without malice or prejudice, pass on to the next sentence, swerving neither to the right nor to the left, nor stopping to put on our ear muffs.

In BOJACK'S UNABRIDGED we find that a TWO SPOT SALESMAN, or "Two Spotter," as he is often called by the Ribald, is defined as (1) One who two-spots; (2) A seldom-seller; (3) One who bluffs, gufs, stuffs and muffs; (4) A dink-town Dink masquerading as a Salesman.

The same reliable Authority defines a HUNDRED PER CENT. ARCHIBALD as (1) One who sells where he goes and goes where he sells; (2) An Order Bagger; (3) One who can sell anything at any price to anybody and come back over the same territory in ordinary underwear—not sheet iron.

The phrase "Two Spot," as applied in this Lesson to tinnit Salesmen, is derived from an ordinary deck of playing cards, such as is used by railroad officials on their brain fagging business trips. The Two Spot, or Deuce, is the lowest card in the deck in point of value, not morally speaking, and when used in the Selling Game means "schmoos."

The word "Archibald," as given to Salesmen whose records stand at 100% right along without getting weak at the knees, was originally a name given to Real Nice young men who practised on the piano in their Youthhood instead of playing duck-on-the-rock. It has since come to mean any Salesman who wins the cotton umbrella regularly for Highest Monthly Sales and doesn't offer the good thing by any monkey business in his Expense Book.

With the foregoing few words of explanation, we feel that we may now safely step out on the slippery spring-board and dive into LESSON V.

ANY Two Spotter at present on the Road who expects to remain a Two Spot for life, can do it successfully by throwing out the switch on his faculty of OBSERVATION and nailing it there.

Now there are various kinds of Two Spots on the Road. There is, for instance, the Two Spot who enters the Smoker, lights up a piece of binder twine, and then asks you straight off the keyboard what your Line is. Then he splits. He has never before seen you interesting map in all his life, yet he leads off with a question that a Senatorial Inquiry Joke Board would flag at.

Sometimes he opens up by asking you if you are still with the Same People. Then he splits. Not knowing whether the Same People are the People you were with before you began to work for the House that employed you prior to a former connection, or whether they are simply the People you are with at the present time, whose identity he likewise doesn't know, makes his question naturally one of purely damphool character, besides branding him at once as a murky Two Spot.

He is a red corpulent relation to the yappo who blows in, yanks out his lead pencil and begins figuring up for you how many Bills of Goods he has sold that day.

He expects you to get up and punch a hole through the window in sheer joy at the good news, and when you don't he thinks you are an unappreciative Grouch.

Being a Two Spot Salesman he does not know that if he had sold a forty thousand pound car of his runcy stuff to every man, woman and boy soprano in the whole County that day it would still be of about as absorbing interest to you as a dramatization of a Telephone Directory.

Of course if you also are a Two Spotter, you will jump up and meet his Big Sale figures with others of greater bust measurement showing that YOU sold that day, and then some other old broiled Two Spot over in the corner will cut in and make you look like a Hicksville grocery drummer when he begins to unreeled the whaling record of his day's doings, and the first thing you all know you will be lying so hard that you'll forget your freight train for a perfectly good eleven dollar Order that would have kept all hands busy up at the House for a week.

Another notable type of two spot is the goop who is always shouldering around telling everybody how he gave the house thunder for doing this or for getting to do that, and how he up and landed a certain contentious customer the way you can't buy goods of me at any price tag.

Whenever you hear that kind of noise from the combustion chamber you can bank your last dollar of dear firm's expense money that his bluffs wouldn't come back if the house used him to sweep up the Smith's shop floor with.

He's so scared of losing his \$60 job all the time that he ties it up in the corner of his handkerchief every night and sleeps on it.

And when it comes to all that loud exhaust about dressing down a customer this yobby two spot would let any customer, anywhere at any time, do an all night turkey trot on the bosom of his self-respect if it only resulted in an order.

We have with us to-night also the two spot salesman who rides up from boyhood on boiled potatoes and nice large beans souked in hot water, and then as soon as he sees a job on the road, begins to grouse about the rotten food at every hotel he invades.

He expects to get an \$8 sirloin trimmed with \$11 worth of asparagus every time he pays his 50 cents of dear firm's money for a meal at a Bughouston roost, and he makes everybody around him so nervous that they forget to pick the nails out of their mince pie and strike a sore tooth on them.

This is the same gunk who invites the sales manager up to his home to meet his two spot wife and have dinner, and then when they are all stalled around the feeding plank and the S. Manager has been begged and egged to take a second helping of the old stew that he didn't want, the gunk and his wife both unleash a long low growl about about the high cost of food, having planned this dark alley holdup on that friend S. Manager would raise hubby's salary.

"You wouldn't believe what this here one little stew cost us," pipes up the two spot frau. And then the distinguished guest, with his map full of the costly stuff, resolves then and there never again to visit the domestic dump of any of his travellers anywhere, at any time, under any circumstances, so help him Mike.

We take pleasure in next introducing a type of two spot salesman that has prevailed since time was a bib. He is the kink that knocks his predecessor on the territory, no matter how straightforward and honorable friend pred, may have been.

He listens in glee with his large red ear to any false tale that a Customer may pull regarding promises and concessions made by the former man, and when he seizes the opportunity, he

tain High Guy they are trying to get in soft with. But instead of spending the Two this crafty trustee pockets it for rainy day exercise and lets the High Guy blow in forty or fifty dollars of his own dough seeing the sights and looping the cabarets.

This nifty financial manipulation enables the High Guy to go away feeling that he has had the pleasure of meeting the cheapest bunch of commercial yappos this side of South Bend, Ind.; and of course Dear Firm in their ignorance snuggle into in the comforting thought that they have given the fellow one snorting good time and will realize heavily on the plunge later on.

All this time the Two Spot Traveller—the little rascal—is sitting back with a squad of good shows and dinners to his credit at no expense, and two Round Boys jingling in his warm pocket besides.

There is another type of Two Spot that you frequently bump into on the Road because you can't sidestep him without breaking your back. He is a kind of Harmless Affair, but very trying to any city broke Nervous System. On Monday mornings he always appears in Saturday's shirt, but during the balance of the week wears Monday's shirt.

There is yet another type of Two Spot Salesman we must not overlook. We do not refer to the Johnny who strolls into the hotel lobby after supper and, seeing the poor, tired County

that this is the first night in ten days that he will sleep in a Real Bed.

We refer to yet another type of Two Spot. He is the goop who borrows your Mileage Book to check his Excess on, and then when you get up to the hotel and he finds that you've drawn a room with both taken the little 50 cent room adjoining so that he can borrow also your bathroom.

Being long on Reciprocal Service he later on blows in to see the same Customer you are just on the verge of closing a nice twenty dollar deal with, and takes the Customer off to see his samples. Of course he begs your pardon for the intrusion but he has to catch a train and knows you've got all the week to hang around and won't mind.

In the foregoing chummy little chat we have given the Student a fair insight into Two Spotism by pointing out certain conspicuous types of Two Spot

other concern could be found that would keep the matter dark, whereas a Two Spot Salesman wouldn't hesitate to promise the Exclusive Sale of his Goods to everybody on Main Street from the Tinsmith to the Barber if they came across with a sample order.

Neither does a Hundred Percent Archibald give his Special Discount to everybody. He holds it back at least until his Prospect shows some slight disinclination to buy at regular prices. Of course if his Prospect is a personal friend and has introduced his sister to the Salesman and they have all gone to the picnic together, then it's a different matter.

A Hundred Percenter never neglects business in order to Sunday at a cheery town. He'd stay in Boston two weeks straight through, if necessary to clean up the territory. But generally he fixes it so that he hits the good town for Sunday by the merest coincidence and

can get a decent job. Then he writes the little fiddling concern to kindly go to blizzard with their dinktown policy.

When it comes to canvassing a Prospect the Hundred Percenter never talks so much about his goods that he forgets to talk about his himself.

Nor does he ever take "no" for an answer. He sticks to his Customer until his Customer either comes across with an order or a revolver. It's a case of sell or bell when he once starts in on anybody.

But he usually sells. And he extracts all orders positively without pain. In fact, it rarely dawns upon a Customer what has happened until the Hundred Percenter is on to the next town. But then of course he's on to the next town.

Never under any circumstances would a Hundred Percent Archibald run down a competitor's goods. On the contrary he would always admit that they were not altogether without merit. He would



A Hundred Percent Archibald is long on Marginal Utility, Maximum Efficiency, Hypnotic Hokuspokos and clean shirts.

A first class Sales Manager will manage the goods anyway. His business is to manage and to keep expenses down.

The real Hundred Percenter rarely talks about the goods at all during his profitable interviews with the Sales Manager. His time is usually taken up explaining why he won't have more of going there, and why he only saw one car instead of twenty-seven cars at a certain dump where he knows he never able to sell a dollar's worth of stuff.

At all times is the Hundred Percenter Archie modest under fire of great heat. For instance, if Dear Firm writes him a nice Form Letter at Christmas time congratulating him on his past year's record and expressing the hope that he may double it next year at the same salary, he never says thank you and the letter around the back of his hand, justifies it in the wastebasket and steps up his shaving brush in it.

Neither does he try to make money for the village matrons and the President and General Managers of the Business. If he is just a Representative, he says he's just a Representative and goes on quietly with his good pinhole.

Invariably the hundred percenter will have the prospect tied in a knot and chewing the mat before the two spots gets his boots resoled for the day.

In short, a two spot firm up to two spot firm, and a two spot salesman a two spot salesman, any way you take them, whereas a hundred percenter firm and a hundred percenter Archibald always binds a person's tongue and takes them, instead of course, and sends them to Boston. Anything else is below par for him.

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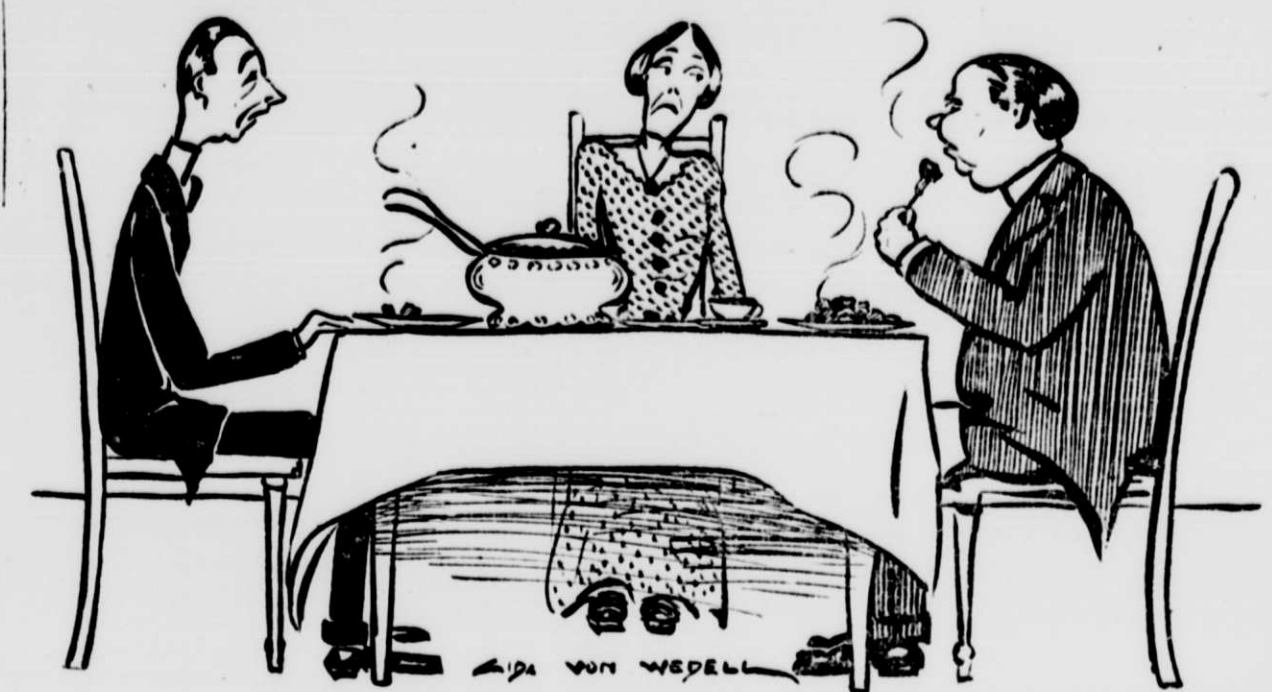


Of course if you are a two spotter, you will meet his Big Sale figures with others of greater bust measurement.

Dear Firm with promptness and fidelity to Exaggeration.

Then there is the Two Foot Traveller to whom Dear Firm gives Two Dollars with which to royally entertain a cer-

Hoppers lined up around the wall after their day's muddy drive through the sticks, tosses a couple of sleeping car checks into the big tin cuspidor and announces with a Rockefeller yawn



"You wouldn't believe what this here little stew cost us," pipes up the two spot frau.

Travelling Men that one dusts up against on the Road.

We will now slip a bit of chatter about One Hundred Percent Archibalds, and hope it will not be necessary to add that it is the Archies that the Student should seek to emulate and not the Two Spots.

A Hundred Percent Archibald is, of course, the exact Opposite of the nebulous we have been describing, being at all times long on Marginal Utility, Maximum Efficiency, Hypnotic Hokuspokos and clean shirts.

When he calls on his Trade everybody gives him the friendly palm and he gives everybody a good 5 cent cigar besides systematizing the stock and helping to take inventory. In other young words, he plays fair with his Trade.

A Hundred Percent Archibald, for example, would never think of giving an Exclusive Agency to more than one concern in a given territory unless an-

advices his friends two weeks ahead.

Nor does the Hundred Percenter keep continually reminding Dear Firm how hard he is working in his interests. He can sit up all night waiting for a mongrel train for Bughouston and show no symptoms of it in the date line of his Report.

He doesn't say, "Am leaving at 4 A. M. for Bughouston where I have an appointment with Schmooes & Co. at 7 A. M." He doesn't say anything. In fact he gives little in his Reports that when he quits Dear Firm they don't know a thing about the Trade.

Whenever a Hundred Percent Archibald happens to be travelling for a house that allows only boy's size expense accounts he never tries to make his book look like a full grown man and bust his little trousers and make it yelp with grooving pains.

He merely enters his little two per cent for hotel and lies low until he

says to his Prospect: "Jones has a very good line, but—" and after the "but" Jones's line would get its rating good and lovely.

or he might play up the same liberal thought in a different way and say: "I never point out the weak features in my competitor's goods—I point out the strong ones in my own."

And when he'd get through pointing out the strong ones in his own the weak ones in his competitor's would stick out like a sore the day before the funeral, even if they were normally not as big as a pin head.

A Hundred Percent Archibald is always as tactful as a wife out for a husband's long term for a spring hat. He would never think of embarrassing the Sales Manager and getting himself in bad with that astute angora by asking questions about the goods that the Sales Manager couldn't answer without reading up on them.

## Stage Favorites Produce "The Shepherd King" to Aid Church Charity Work

YOU and your wife are in New York for a few days, let's say, and you are staying at one of the big hotels in the general neighborhood of Holy Innocents Church in West Thirty-seventh street a few steps from Broadway.

If you are following the set programme of visitors, you see the sights until daylight fades and then you go to a show each night. And now it's Sunday morning and you are strolling along Broadway in the forenoon sunlight with your wife to look at Broadway leisurely when the main street isn't cluttered with its weekday confusion.

Down Broadway with quick little steps comes a dark eyed, pretty girl, dressed very simply and carrying a small prayer book. Probably half a block further along you may pass a very stout, good natured looking young man, laughing and chatting with a man not so stout and somewhat older whose voice even in happy conversation rumbles like distant thunder.

The girl with the quick steps swings the corner at Thirty-seventh street and hurries up the steps of the Holy Innocents with the crowd assembling for the low mass that begins at 11:10 o'clock each Sunday. The stout young man and his bass voiced companion enter the church also. So does a smartly dressed girl, whom you may have noticed because of her attractiveness, but probably you did not notice at all.

Nevertheless, perhaps on the Saturday night previous you bought theatre tickets to see these stage favorites of Broadway whom now you do not recognize as they pass you on the way to church. That energetic young lady in the simple gown carrying the Catholic prayer book is Miss Clara Palmer, whom it is possible you looked at for hours the night before in a Casino musical comedy, then dancing and singing her way gayly in Spanish dress as one of the principals of the show.

The good natured, stout young man is a star, Frank McIntyre. His companion of the voice of thunder is Joe Myron, basso in countless Broadway operettas. The regal looking person who sweeps up the steps to hear mass is another star, Miss Margaret Anglin.

Had you been standing in front of the Lamb Club a few minutes earlier and had seen Frank McIntyre and Joe Myron strolling out the door, as they do each Sunday, perhaps you would have grinned incredulously if told that these and other Lambs were on their way to church. But despite popular opinion the actors and actresses named here and troops of their companions of the stage that might be listed if space permitted are a great deal more conscientious about their religious duties than some in their audiences who still look upon the church and the stage as things apart.

For it takes something like the performances of the past week and this week's performances to come at the Garden Theatre of "The Shepherd King" to cause to sink into the minds of a great many persons the fact that the church and the stage really can be in communion.



His Eminence John Cardinal Farley.

It's a far cry from the dim days when churchmen of all beliefs thundered denunciations upon the luckless heads of struggling players to days like these, when not only do the player folk seek communion with the churches to the extent of organizing religious associations, but when church workers come to the actors and actually ask them to put on a play to help church work.

And by the same token it's a far cry from today, when actors in a single performance can, and do, raise thousands of dollars for religious charities, back to the year 1899, say, when the first manifestation of organized Catholic charitable work in this city was a collection taken up by all the Catholic churches here for the relief of the poor and destitute. The band of actors under Emmett Corrigan—who, again to show the better understanding between the present day stage and the

church, recently helped to organize and was elected president of the Catholic Actors Guild of America—will do more to swell funds for church work among the poor than all the congregations could do in that first organized effort of 1899.

There are few things as pleasing to actors of religious convictions, such as the 12 found and Protestant men and women who compose the Actors Church Alliance and the actors who have just banded themselves into the Catholic Actors Guild, as the realization that the old time antipathy of churchmen for the stage is no more.

Both priest and layman in audiences that are seeing the current productions of "The Shepherd King" for the benefit of the United Catholic Works have spoken, too, of the good that accrues not only to the profession but to the church from the present brotherhood of church and stage as against the bitterness of the past. And as churchmen of the early days of New York would have doubted a prediction that within a few years church and stage would be working together for the mutual benefit of each, even more would those early churchmen have doubted that a century would see the formation of so mighty an organization for good here as the one for which a big group of professional actors will give all their time during the coming week at the

Garden Theatre, as they've been giving their time to the cause and performing for a long time.

From that first collection for the poor more than a century ago, when \$3000 was raised, the work of organized Catholic charities in this city grew so rapidly, especially during the last quarter of the nineteenth century, that two years ago, when Cardinal Lamy brought the various bodies together under the general name of the United Catholic Works.

In taking up the production of "The Shepherd King," however, the Catholic church workers did not do so in an attempt to include the stage among the work of uplift carried on by the United Catholic Works. The sole purpose of the production of last week and of this week is to raise funds for the support of charitable undertakings in need of financial assistance.

Despite the magnitude of the activities of the United Catholic Works, the scope of its activities are known to few outside the organization itself, largely because it takes in all Catholic charitable, philanthropic, social and educational bodies in Manhattan, The Bronx and Richmond, or about seven distinct organizations that run several hundred branches that look after the spiritual and temporal welfare of many thousands. In many respects it is unique among religious and social organizations of the world.

Manager Lavella, who is chairman of the executive committee, recently outlined the activities of the United Catholic Works.

"We are organized," he said, "to promote and aid settlements and day nurseries, clubs and homes for boys and girls, employment bureaus, transient homes, hospitals for the sick and convalescing, homes for the aged, agencies to promote the general welfare of the poor, prodigal and unfortunate, by the establishment and maintenance of various activities to these ends."

"We also promote fresh air, accommodations and summer outings, and give aid and patronage and encouragement to Catholic institutions for the care of adults and children. In the courts we foster probation work, assist spiritually and morally men, women and children released from prison and reformatories, and in or for the prevention of crime."

"The protection of immigrants with a view of preserving their religion and assimilating them to our body politic, as well as our naturalized citizens, is a work that receives our special attention, and the promotion of the cause of social reform in its various phases and the training of practical workers in charity are very important phases of our work."

"By bringing all these works under the wings of one body we have given them a centre for intercommunication and made possible the undertaking of extensive projects, which otherwise could not be carried out by any single organization. The production of 'The Shepherd King' to raise funds for the work is an example of what can be done when all are united in a common cause."

The first Catholic charitable institution in this city, the Sisters of Charity, was founded in 1800.



Mrs. Genevieve Walsh.

### TWO WHEAT CROPS A YEAR

It is the aim of the United Catholic Works to give aid and patronage and encouragement to Catholic institutions for the care of adults and children. In the courts we foster probation work, assist spiritually and morally men, women and children released from prison and reformatories, and in or for the prevention of crime.

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